CONDUCT
THE ARMY INTERVIEW

ACTION

Conduct The Army Interview.

CONDITIONS

Given a prospective enlistee and access to:

a. Field Manual 22-100.
b. USAREC Manual 3.01.1.
c. Army Regulation 601-210.
d. A recruiter workstation.
e. Other aids as necessary.

STANDARDS

Engender a commitment.

THE ARMY INTERVIEW

- Non-linear.
- Flexible.
- Adaptable.
- Prospect dictated.
- Transformational.

You are not confined by or to a system.

USE

- Charisma.
- Inspirational motivation.
- Intellectual stimulation.
- Individualized consideration.

PREPARATION

- Blueprint.
- Uniform and appearance.
- Select the place.
- Select the time.
- Organize your information.
- Outline the session.
- Plan your strategy.
- Establish the atmosphere.

TRUST & CREDIBILITY

- Greet the lead.
- Use blueprint information.
- Conduct yourself professionally.
- Begin An Army Story.

REASON

Establish the role the lead is playing.

“The reason why I’m here is to assist you in developing a plan that will lead you to successfully accomplishing your goals.”

The lead must understand that you are there for them.

THE ARMY STORY

- Ask in order to build.
- Gain insight.
- History.
- Values.
- Soldiers’ Creed.
- Warrior Ethos.

YOUR PURPOSE

- Engender a commitment.
- There for the prospect.
- Coach and mentor.
- Lead and guide.
- Identify needs, wants, desires.

LEADERSHIP

Proven technique:

Leadership is influencing people-by providing purpose, direction, and motivation – while operating to accomplish the mission and improving the organization."

Recruiting will test your leadership abilities.

MOTIVATION

You must learn what motivates the prospect.

- Actively engage.
- Skilled questioning.
- Active listening.
- Open-ended questions.
- Fact-finding questions.

Discovering the underlying passion is critical.

FACTS & ASSUMPTIONS

- Remain objective.
- Listen to how words are said.
- Do not misunderstand.
- Do not assume.
- Do not instill false perceptions in the le

SUBJECTS

- Service to country.
- Occupational enhancement.
- Leadership development.
- Diversity.
- Income.
- Excitement.
- Respect.

PRE-QUALIFICATION

- Detrimental if done wrong.
- Enlistment, moral, administrative.
- Options, benefits, incentives.
- Prospect’s best interest.
- Be deliberate.
- Privacy Act.

ALTERNATIVES

Enthuse, motivate, and involve the prospect.

- Specific.
- Tailored.
- Intangibles.
- Address all alternatives.
- Create a road-map using the Army.

Prospect must be able to visualize result

ANALYZE

- Plausible alternatives.
- Ask which is best.
- Ask why it is best.
- Army alternatives must be understoo

MAKE A DECISION

- Ask the lead for a decision.
- Request a commitment to the Army.
- Be non-confrontational and do not beg

OBSTACLES

- Identify the root of the problem.
- Be empathetic.
- Present facts.
- Keep the prospect’s goal in mind.
- Fear is the most common obstacle.

SUPPORT

- Respect the decision.
- May return to you.
- May not receive immediate decision.

EXECUTE

Outline in writing what must be done in order to accomplish the chosen course of action. Do not leave any question in the prospect's mind as to your professionalism and devotion to their goal achievement.

FOLLOW-UP

Aggressively follow-up

- Confirm appointments.
- Swearing-in ceremony.
- FSTP.
- Shipment.
- BCT.
- Referrals.

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